



MEMORANDUM

TO: BRAC Committee Members
FR: Sheila Henderson and Robin Schepper
RE: BRAC Communications and Community Engagement May Summary
DA: July 6 , 2023
Cc: Mike Lane

As requested by the BRAC Committee members, the following memo summarizes our outreach activities in the month of June as well as recommendations moving forward.

- **BRAC Town Halls**
 - **June 28th Town Hall** - Robin drafted the presentation, Sheila served as the MC and staff contributed in their area of expertise. Although 10 people participated online, the live audience were all people associated with the City or YVHA or CU Denver students. Great weather and summer hours may have contributed to a low turnout.
 - **Recommendation:** After the Town Hall in June, Mike, Sheila and Robin agree that we should reschedule the **July 27th Town Halls** and identify a time in August where we could build a bigger crowd. In addition, we are exploring another venue such as Soda Creek Elementary or Steamboat Springs High School to help increase the possibility of more community members showing up to the meeting.
- **Community Meetings – ongoing**
 - Presented to the Chamber Lodging and Housing Group
 - Presented to the Restaurant Association which was extremely supportive and talked about the need for workers. They are hopeful that the Brown Ranch will support their ability to find staff.
 - We continue to respond to individual community members' concerns which are received both by email or while out in the community.
 - Number one concern continues to be traffic first and cost second.
 - Most groups understand how to provide input so that message has been getting around.
- **Upcoming Meetings:** The following meetings are expected in August:
 - *Steamboat Spring Winter Sports Club*
 - *Steamboat School District principals/staff*
 - *Heart of Steamboat*

- All questions or comments from every meeting are inputted into the Engage platform.

- **BRAC Content Amplification – ongoing**
 - *Newsletter:*
 - Information about the upcoming BRAC agenda as well as links to all the materials in the agenda packets is sent prior to every BRAC meeting to subscribers to the newsletter.
 - The newsletter is from the YVHA contact list. City PIO is going to add newsletter sign up to the City Annex page to increase numbers.

 - *Amplification with other groups:*
 - The Routt County PIO has included the Town Hall and BRAC information in her biweekly newsletter that goes to 5000 subscribers.
 - The Chamber has sent information about the Town Hall and BRAC meetings in the Monday Minute.

 - *Social Media:*
 - BRAC meetings are posted on YVHA and Brown Ranch social media accounts weekly, as well as any articles written about the BRAC process.

 - *Brown Ranch Website:*
 - BRAC meeting documents are posted and promoted on Brown Ranch website to make it easier to find:
<https://brownranchsteamboat.org/category/brown-ranch-annexation/>

 - *City Assets:*
 - City PIO team continues to update content on BRAC page
<https://www.engagesteamboat.net/annex>
 - City PIO will add newsletter sign up to Annex webpage

- **BRAC media coverage**
 - We regularly reach out to the Pilot, Steamboat Radio and the Yampa Valley Bugle to get media coverage.
 - *Yampa Valley Bugle:*
 - https://www.yampavalleybugle.com/post/will-brown-ranch-annexation-go-to-a-vote?utm_campaign=4f89fd7c-8dca-4b9e-90b7-b36ace791153&utm_source=so&utm_medium=mail&cid=66843420-7baa-4e36-9ed4-7c94ea21b1b8 - June 14
 - https://www.yampavalleybugle.com/post/brown-ranch-annexation-committee-adds-july-meetings-as-key-issues-remain-undecided?utm_campaign=480af380-9dac-4b08-a0a4-5ae31818e818&utm_source=so&utm_medium=mail&cid=66843420-7baa-4e36-9ed4-7c94ea21b1b8 - June 9

- https://www.yampavalleybugle.com/post/updated-estimate-predicts-brown-ranch-infrastructure-costs-would-exceed-355-million?utm_campaign=9634c9d4-3965-4b75-9dc2-4f9fc5ca590f&utm_source=so&utm_medium=mail&cid=66843420-7baa-4e36-9ed4-7c94ea21b1b8 - - May 30
- *Steamboat Pilot:*
 - <https://www.steamboatpilot.com/news/brown-ranch-annexation-committee-sets-town-hall-meeting-for-june-28/> - June 24
 - <https://www.steamboatpilot.com/news/housing-authority-planning-ahead-to-restore-slate-creek/> - June 21
- **Budget:**
 - For June, Sheila and Robin spent a combined time of 53.5 hours for \$4012.50.